

### Claim Amendments

Please cancel claim 21, amend claims 8-20 and 22-41, and add new claim 42, all without prejudice, as indicated below.

1. (original) A method for disseminating advertising messages to consumers, which method comprises:
  - (a) packaging a product in a pouch container having an advertising message associated therewith which may be viewed by a consumer;
  - (b) distributing said packaged product with said advertising message to a consumer outlet; and
  - (c) distributing said packaged product with said advertising message to consumers associated with said consumer outlets, thereby disseminating said advertising message to said consumers;
  - (d) wherein said pouch container comprises one or more flexible imprintable substrate sheets; wherein said substrate sheets comprise collectively:
    - i) one or more pouch sections defining a sealed volume accommodating a product therein, said pouch sections being provided on one or more of said substrate sheets; and
    - ii) a message section providing a substrate on which a message may be imprinted, said message section being provided on one of said substrate sheets and being connected to at least one of said pouch sections;
    - iii) wherein said message section is separable from said pouch sections without compromising the integrity of said sealed volume, whereby said advertising message may be removed from said sealed volume and viewed by a consumer.
2. (original) The method of claim 1, wherein said consumer outlet is a food service establishment.
3. (original) The method of claim 1, wherein said product is a single-serve food product.
4. (original) The method of claim 1, wherein said advertising message pertains to a product or service other than said packaged product.
5. (original) A method for disseminating advertising messages to a target consumer group, which method comprises:

- (a) packaging a product in a pouch container having associated therewith an advertising message pertaining to products or services other than said packaged product, said advertising message being intended for a target consumer group;
  - (b) packaging said packaged product in a shipping carton having a machine readable indicator uniquely associated with said advertising message;
  - (c) reading said indicator and in response thereto shipping said carton to consumer outlets associated with said target consumer group, whereby said packaged product may be distributed to consumers thereby disseminating said advertising message.
6. (original) The method of claim 5, wherein said consumer outlet is a food service establishment.
7. (original) The method of claim 5, wherein said product is a single-serve food product.
8. (currently amended) A product packaged in a pouch container, said pouch container comprising one or more flexible imprintable substrate sheets; wherein said substrate sheets comprise collectively:
- (a) one or more pouch sections defining a sealed volume accommodating a product therein, said pouch sections being provided on one or more of said substrate sheets; and
  - (b) a message section providing a substrate on which a message may be imprinted, said message section being provided on one of said substrate sheets and being connected to at least one of said pouch sections;
  - (c) wherein said message section is separable from said pouch sections without compromising the integrity of said sealed volume, whereby said ~~advertising~~ message section may be removed from said sealed volume and viewed by a consumer;
  - (d) wherein an advertising message is imprinted on said message section and said advertising message includes a manufacturer coupon redeemable by a consumer of said product which includes machine readable indicia associated therewith to facilitate automated processing of said coupon.
9. (currently amended) The ~~method of claim 1~~ packaged product of claim 8, wherein said pouch container comprises a substrate sheet providing at least one said pouch section and said message section, wherein said message section is separable from said pouch section by cutting or tearing said substrate sheet along the boundary between said pouch and message sections.

10. (currently amended) The method of claim 1~~packaged product of claim 8~~, wherein said pouch container comprises one or more pouch substrate sheets providing said pouch sections and a message substrate sheet providing said message section, wherein said message sheet is removably affixed to the exterior surface of one of said pouch sheets.
11. (currently amended) The method of claim 1~~packaged product of claim 8~~, wherein said pouch section has a length of 1.75 inches or less and a width of 3.75 inches or less.
12. (currently amended) The method~~packaged product~~ of claim 11, wherein said pouch section and message section have a total imprintable area of at least about 19.7 in<sup>2</sup>.
13. (currently amended) The method of claim 1~~packaged product of claim 8~~, wherein said pouch section has a length of 2 inches or less and a width of 3.75 inches or less.
14. (currently amended) The method~~packaged product~~ of claim 13, wherein said pouch section and message section have a total imprintable area of at least about 22.5 in<sup>2</sup>.
15. (currently amended) The method of claim 1~~packaged product of claim 8~~, wherein said pouch section has a length of 2.5 inches or less and a width of 4 inches or less.
16. (currently amended) The method~~packaged product~~ of claim 15, wherein said pouch section and message section have a total imprintable area of at least about 30 in<sup>2</sup>.
17. (currently amended) The method of claim 1~~packaged product of claim 8~~, wherein said product is a single-serve food product.
18. (currently amended) The method of claim 1~~packaged product of claim 8~~, wherein said product is selected from the group consisting of solids, powders, granules, tablets, liquids, semi-viscous liquids, pastes, gels, and gases.
19. (currently amended) The method of claim 1~~packaged product of claim 8~~, wherein said product is selected from the group consisting of single-serve sugar, sugar substitutes, salt, salt substitutes, pepper, ketchup, mayonnaise, mustard, and crackers.
20. (currently amended) The method of claim 1~~packaged product of claim 8~~, wherein said product is a single-serve condiment.
21. (cancelled).
22. (currently amended) The method of claim 1~~packaged product of claim 21~~, wherein said advertising message pertains to a product or service other than the packaged product.
23. (currently amended) The method of claim 1~~packaged product of claim 8~~, wherein an advertising message is imprinted on said message section and said advertising message

includes a manufacturer coupon redeemable by a consumer of said product which includes machine readable indicia associated therewith to facilitate automated processing of said coupon.

24. (currently amended) The ~~method~~packaged product of claim 23, wherein said manufacturer coupon includes a bar code associated therewith.
25. (currently amended) The ~~method~~packaged product of claim 23, wherein said manufacturer coupon includes a UPC bar code utilizing the UCC/EAN-128 Article Numbering System.
26. (currently amended) The ~~method of claim 1~~packaged product of claim 8, wherein said pouch container is produced by folding and sealing a continuous web to provide a plurality of pouch containers connected to each other by said web and by cutting the web interconnecting said pouch containers to provide individual product units containing at least one pouch container.
27. (currently amended) The ~~method of claim 1~~packaged product of claim 8, wherein said pouch container is produced by sealing two continuous webs together to provide a plurality of pouch containers connected to each other by said webs and by cutting said webs interconnecting said pouch containers to provide individual product units containing at least one pouch container.
28. (currently amended) A method for disseminating advertising messages to consumers, which method comprises:
  - (a) packaging a product in a pouch container having an advertising message associated therewith which may be viewed by a consumer;
  - (b) distributing said packaged product with said advertising message to a consumer outlet;  
and
  - (c) distributing said packaged product with said advertising message to consumers associated with said consumer outlets, thereby disseminating said advertising message to said consumers;
  - (d) wherein said pouch container comprises~~A product packaged in a pouch container, said pouch container comprising~~ a flexible imprintable substrate sheet; wherein:
    - i) said substrate sheet comprises one or more pouch sections and at least one message section adjacent to a pouch section;
    - ii) wherein said substrate sheet is folded longitudinally such that the boundaries of said pouch sections overlap, the boundaries of said pouch sections being sealed together to

define a sealed volume accommodating said product therein with said message section extending from a sealed boundary of said pouch section;

- iii) wherein said message section provides a substrate on which an advertising message may be imprinted and viewed by a consumer of said product; and
- iv) wherein said message section is separable from said pouch section and the sealed volume defined by said pouch section without compromising the integrity of said sealed volume.

29. (currently amended) The ~~method~~~~packaged product~~ of claim 28, wherein:

- (a) wherein said substrate sheet comprises a single, rectangular pouch section and a message section extending from a side thereof; and
- (b) wherein said substrate sheet is folded in half along a line passing through said pouch section parallel to said side from which said message section extends to provide two rectangular, overlaid folds, and the boundaries of said pouch section are sealed to define a generally rectangular-shaped sealed volume with said message section extending from the side of said sealed volume opposite said fold line.

30. (currently amended) The ~~method~~~~packaged product~~ of claim 28, wherein:

- (a) said substrate sheet comprises two generally rectangular pouch sections and a message section extending between said pouch sections;
- (b) wherein said substrate sheet is folded along a line passing through said message section such that said two pouch sections overlay each other and said pouch sections are sealed at the boundaries thereof to define a generally rectangular-shaped sealed volume with said message section extending from the side of said sealed volume proximate to said fold line.

31. (currently amended) The ~~method~~~~packaged product~~ of claim 28, wherein:

- (a) said substrate sheet comprises a generally rectangular pouch section and a message section extending from a side thereof; and
- (b) wherein said substrate sheet is folded in half along a line passing through said pouch section and said message section to provide two rectangular, overlaid folds, and the boundaries of said pouch section are sealed to define a generally rectangular-shaped sealed volume with said message section extending from a side of said sealed volume adjacent to said fold line.

32. (currently amended) The ~~method~~~~packaged product~~ of claim 28, wherein:
- (a) wherein said substrate sheet comprises a single, rectangular pouch section and a message section extending from a side thereof; and
  - (b) wherein said substrate sheet is folded along two longitudinal fold lines passing through said pouch section parallel to said side from which said message section extends to provide two rectangular folds overlaying a third rectangular fold and the boundaries of said pouch section are sealed to define a generally rectangular-shaped sealed volume with said message section extending from a face of said pouch section.
33. (currently amended) The ~~method~~~~packaged product~~ of claim 28, wherein:
- (a) wherein said substrate sheet comprises a single, rectangular pouch section and a message section extending from a boundary thereof; and
  - (b) wherein said substrate sheet is folded along two fold lines passing through said pouch section to provide two rectangular folds overlaying a third rectangular fold and the boundaries of said pouch section are sealed to define a generally rectangular-shaped sealed volume with said message section extending from a transverse seal of said pouch section.
34. (currently amended) A method for disseminating advertising messages to consumers, which method comprises:
- (a) packaging a product in a pouch container having an advertising message associated therewith which may be viewed by a consumer;
  - (b) distributing said packaged product with said advertising message to a consumer outlet;  
and
  - (c) distributing said packaged product with said advertising message to consumers associated with said consumer outlets, thereby disseminating said advertising message to said consumers;
  - (d) wherein said pouch container comprises~~A product packaged in a pouch container, said pouch container comprising~~ two flexible imprintable substrate sheets; wherein:
    - i) said substrate sheets each comprise a pouch section and at least one of said substrate sheets comprises a message section adjacent to said pouch section thereon;
    - ii) wherein said pouch sections are superimposed on each other and sealed at the boundaries thereof to define a sealed volume accommodating said product therein;

- iii) said message section provides a substrate on which an advertising message may be imprinted and viewed by a consumer of said product; and
  - iv) wherein said message section is separable from said pouch section and the sealed volume defined by said pouch section without compromising the integrity of said sealed volume.
35. (currently amended) A method for disseminating advertising messages to consumers, which method comprises:
- (a) packaging a product in a pouch container having an advertising message associated therewith which may be viewed by a consumer;
  - (b) distributing said packaged product with said advertising message to a consumer outlet;  
and
  - (c) distributing said packaged product with said advertising message to consumers associated with said consumer outlets, thereby disseminating said advertising message to said consumers;
  - (d) wherein said pouch container comprises~~A product packaged in a pouch container, said pouch container comprising:~~
    - i) one or two pouch sheets composed of a flexible imprintable substrate and defining a sealed volume accommodating said product; and
    - ii) a message sheet composed of an imprintable substrate, said message sheet being affixed to at least one of said pouch sheets on an exterior surface thereof and providing a substrate on which an advertising message may be imprinted and viewed by a consumer of said product;
    - iii) wherein said message sheet is separable from said pouch sheets and the sealed volume defined thereby without compromising the integrity of said sealed volume.
36. (currently amended) The ~~method~~packaged product of claim 35, wherein said pouch container comprises one pouch sheet, said pouch sheet being folded such that portions thereof overlay each other and said overlaid portions are sealed at the boundaries thereof to define a sealed volume accommodating said product therein.
37. (currently amended) The ~~method~~packaged product of claim 35, wherein said pouch container comprises two pouch sheets, said pouch sheets being superimposed on each other

and sealed at the boundaries thereof to define a sealed volume accommodating said product therein.

38. (currently amended) The ~~method~~~~packaged product~~ of claim 35, wherein said pouch container comprises one pouch sheet, wherein said pouch sheet is folded along two longitudinal fold lines and the boundaries of said pouch sheet are sealed to define a sealed volume accommodating said product therein.

39. (currently amended) A method for disseminating advertising messages to consumers, which method comprises:

(a) packaging a product in a pouch container having an advertising message associated therewith which may be viewed by a consumer;

(b) distributing said packaged product with said advertising message to a consumer outlet;  
and

(c) distributing said packaged product with said advertising message to consumers associated with said consumer outlets, thereby disseminating said advertising message to said consumers;

(d) wherein said pouch container comprises~~A product packaged in a pouch container, said pouch container comprising:~~

i) one or two pouch sheets composed of a flexible imprintable substrate sheets and defining a sealed volume accommodating said product,

ii) wherein at least one of said pouch sheets is comprised by a laminate sheet comprising said pouch sheet and a message sheet, said message sheet being composed of an imprintable substrate and providing a substrate on which an advertising message may be imprinted and viewed by a consumer of said product; and

iii) wherein said message sheet is separable from said laminate sheet and the sealed volume defined by said pouch sheets without compromising the integrity of said sealed volume.

40. (currently amended) The ~~method~~~~packaged product~~ of claim 39, wherein said pouch container comprises:

(a) a laminate sheet comprising a pouch sheet and a message sheet;



(b) wherein said laminate sheet is folded such that the boundaries of said pouch sheet overlap and are sealed together to define a sealed volume accommodating said product within said pouch substrate sheet.

41. (currently amended) The ~~method~~packaged product of claim 39, wherein said pouch container comprises:

(a) two pouch sheets, wherein at least one of said pouch sheets is comprised by a laminate sheet comprising said pouch sheet and said message sheet; and

(b) wherein said pouch sheets are superimposed such that the boundaries of said pouch sheets overlap and are sealed together to define a sealed volume accommodating said product with said pouch sheets.

42. (new claim) A product packaged in a pouch container, said pouch container comprising one or more flexible imprintable substrate sheets; wherein said substrate sheets comprise collectively:

(a) one or more pouch sections defining a sealed volume accommodating a product therein, said pouch sections being provided on one or more of said substrate sheets; and

(b) a message section providing a substrate on which a message may be imprinted, said message section being provided on one of said substrate sheets and being connected to at least one of said pouch sections;

(c) wherein said message section is separable from said pouch sections without compromising the integrity of said sealed volume, whereby said message section may be removed from said sealed volume and viewed by a consumer; and

(d) wherein an advertising message is imprinted on said message section, which advertising message pertains to a product or service other than the packaged product.